



The StoraGram

Bear Run Number

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

THE cover was made from a photograph of the mountain stream and Mineral Springs at Bear Run. The lettering on the cover was done by Benjamin Harris, of the Marking and Receiving Room.

The Storagram

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Printed and bound in our own printing shop.

Vol. 1x

PITTSBURGH, PA., MAY 1928

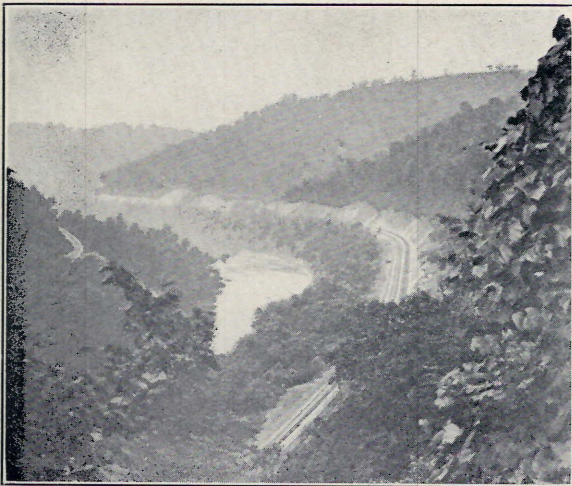
No. 5

Those Happy Days At Bear Run!

Remember those happy, lazy days when you were vacationing at Bear Run? First, the cool, refreshing plunge in the pool, then a good "country breakfast, then a ball game or



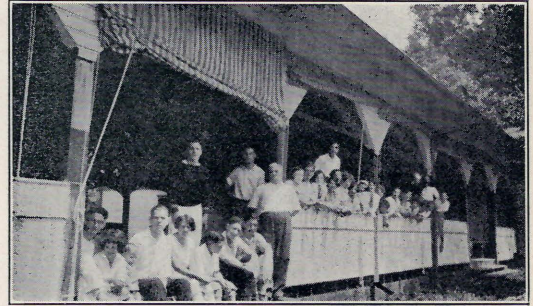
a hike, then a big dinner; the lawn in front of the club house was as far as you could get



for awhile after that meal. Then more games or hikes or adventures, then a dance in the



evening, etc., etc., etc., until the two weeks came to an end all too soon! There is no



lovelier spot in Pennsylvania than our summer club in the mountains. Ask Becky Sobel—or any other Bear Run enthusiast!





WHO SAYS THIS WATER IS COLD ?

We are indebted to Mr. Haas for this artistic picture of the famous outdoor swimming pool at Bear Run. This is unquestionably the most-photographed spot at Bear Run. No wonder! The beauty of the place is remarkable, nestled as it is under overhanging trees. And for those who enjoy "comics" the pool has an endless fascination. We hope some day some great cartoonist will sit there and make sketches of all the different ways all the different swimmers register the fact that "the water's

c-o-o-o-o-l-d!" Yes, it's cold—but it's pure mountain water and many a vacationist will testify that the swimming pool has played a big part in the health benefits of a vacation at Bear Run. Swimmers of all degrees of swimming skill are to be found there every hour of the day. From those who bob around sputtering and gurgling on water wings, to those who cut the water with a beautiful, clean dive, there's every kind of swimmer in that pool that you could imagine.

MR. EDGAR J. KAUFMANN RETURNS FROM ABROAD

Mr. Edgar Kaufmann arrived in New York on Friday, May 4, and hurried home in time to witness the last performance of "The Red Widow". Through the Storagram all fellow workers want to say "Welcome home, Mr. Kaufmann." According to the calendar, Mr.

Kaufmann was away just a little more than a month, but according to the testimony of all the people here at the store who said they missed him, it seemed much longer than a month.

FURNITURE SALESMEN STUDY AT CARNEGIE TECH

We congratulate them—and we envy them—these twenty seven fellow workers from the Furniture Department who are studying Period Design with Professor Sollum at Carnegie Tech. We congratulate them because it takes some degree of resolution to give up one evening a week to serious study for the improvement of one's work. We congratulate them, too, because they are in tune with the times. This is the day of specialists. These days the person who handles furniture feels the need of a thorough understanding of periods and period design. But, most of all, we envy these people. It is no small privilege to spend an evening a week with Professor Sollum, an

acknowledged authority on this subject. Not only has Professor Sollum a profound knowledge of history and furniture designs, but he has a personality which makes him a fascinating teacher. Those enrolled in this class are: Messers G. J. Linder, S. S. McCreedy, H. D. Gary, W. H. Snaman, B. J. Flory, J. Heilman, E. Kennedy, J. F. Miller, A. J. Brown, L. Dewalt, L. Sefton, J. Toler, N. K. Kolling, O. Berglund, M. A. Hurney, C. H. Pirtle, D. E. Souder, G. C. Severs, J. T. Cavanaugh, H. A. Richards, T. Byrne, Mrs. Leach, Mrs. DeParis, Miss Obrien, Mrs. Hogsett, Miss Bruckner and Miss Stephenson.

1928 GRADUATES OF EXECUTIVE TRAINING



JOSEPH MILLER, ALFRED SCHAPIRO, MADELEINE WALSH, ETHELDA GRADEN, DAISY JEAN SMILEY, MARY SPORER, JUDSON HARE, HARRY RAPHAEL, ALFRED WHITENY, LORENZ BROECKER, SARA DEBENEDICTIS, FLOR-
ENCE PHILLIPS DEPARIS, EMMA FELGENDREHER, HARRY JOHNSTON, ROBERT PORTER.

Graduates of the Executive Training course may well feel that they have earned congratulations. In the language of the campus, this is no "snap course." It would not be worth much if it were. These sixteen people who have kept up a faithful attendance throughout the course, which started in October and ended only last month, have demonstrated their "stick-to-it-iveness." That, in itself, is worthy of congratulation. Perseverance is one of the prime requisites of success. More than that, these people who have successfully finished the course in Executive Training, have done all the assigned reading, have satisfactorily covered

the written reports and the final written examination. It has been their privilege to meet in conference with store executives and hear from them a first-hand account of various phases of store operation. The Executive Training Class has had the opportunity to pursue a progressive series of readings and studies under the supervision of the faculty of the Retail Research Bureau of the University of Pittsburgh. Each person in the class has undoubtedly profited greatly through this education. Their fellow workers, through The Storagram, extend their hearty congratulations to the 1928 graduates of Executive Training.

LETTERS LIKE THIS WE ARE ALWAYS GLAD TO GET

May 2, 1928.

KAUFMANN'S
Pittsburgh, Pa.

Dear Sirs:

No doubt you sometimes receive criticism of your sales people, your policy, or something about the conduct of your store—I wonder if you so frequently receive praise of something or of someone in your organization. That is what I wish to do now—tell you that in my opinion you have almost the perfect saleswoman in the little woman at your magazine counter. I have been for a long time a constant patron at that department of your store

and the little woman in charge (no longer real young either) is without fail courteous, helpful, pleasant, efficient in every way. She makes it a joy to purchase a magazine. No matter how slow the patron may be about making a decision, this saleswoman is never impatient and is always ready with a smile and a pleasant word when the decision is made.

Indeed everywhere throughout your store I have always met with the most courteous and efficient treatment but this little woman of the magazines somehow stands foremost in my mind and I want you to know that she has helped to make at least one

Satisfied and Happy Customer

WHAT THE PAPERS SAID



STORE PLAYERS SCORE NEW HIT

By Harvey Gaul in The Press

Pittsburgh has come to look forward to these productions. One year it is "The Royal Vagabond," the next "The Fire Fly" and now it is "The Red Widow." Last night these talented players rang the bell. We have seen real widows, grass widows, and companionate widows, but for a lovely incarnadine, scarlet widow, commend us to Ada Minneman as the crimson heroine. If we were a widower—but then let's get along with the review.

Some years ago Channing Pollock and Renold Wolf wrote this work. It was around the Gamaliel Harding era and an unknown tune-tinkler, Charles J. Gebest, set it to the music. The result is many a gigly line, a fair amount of musical comedy situation, and a number of pleasant melodies set the thing a dancing. Everybody dances, hundreds of 'em, even the lights

and the ushers, and we need hardly say that it is the best amateur dancing show the town knows.

London may own the copyrighted Tiller Terpsichorean Factory, but the Tiller fabrique is made right here in Pittsburgh and at the corner of Smithfield and Fifth, and we offer you as evidence the "Eight Dancing Demons" and the "Eight Sunshine Dancers" and then run the 16 sets of twinkling toes together and if you haven't something very Tilleresque may we never see a lot of feet pointing at twelve-fifteen. Why these girls must dance to the credit office, the princess shop, the men's furnishings, the elevators and the pay window, and that's Helen Shea's doings. She taught them everything they know except wrapping bundles.

(Continued on page 5)



"RED WIDOW" PRESS NOTES CONTINUED

The chief comedy part was given to Harry Mohr and he kidded the show, the period, and we suspect some of his business conferees, which is all right for a sixth-floor superintendent and very funny, and one must say he got the most out of his gags. Helen Replogle who is new this year, made much of the role of "Violet," Anna Hirz as the dancing girl was cunning and lithesome and Madeleine Walsh as the "Countess Alexandria" was lovely to the eye.

The title role was sung by the capable Ada Minneman, and she sang as she has done in the previous productions, with all the glitter and glow that characterizes her voice. An off stage tenor did exceedingly well with the love lyric. The rest of the cast was acceptable.

Gregoriano Scalzo led orchestra and chorus and to him goes much of the credit for the performance. The costumes were sparkling and new.

It's a good show and a worthy third in the trinity of successes.

George Seibel Said In The Sun-Tele

Let us hope that George White, he of the "Scandals," and Flo Ziegfeld, he of the "Follies," may not hear of the Dancing Demons, who last night kicked their way into the hearts of the large audience that came to Syria Mosque to see "The Red Widow," put on by the Kaufmann Players. If the aforesaid gentlemen discover the aforesaid damsels, Pittsburgh may be poorer and Broadway richer—for they would grace the pony ballet of any musical show.

The Sunshine Girls, too, are deserving of all the praise such arduous efforts will reap. In fact, the choruses, both in their vocal work and their dancing, would have been a credit to almost any professional troupe that comes westward from the Great White Way. And when we remember that they dispensed ribbons or soda or receipted bills all day long, this excursion into the realm of Thespis and Terpsichore seems quite as prodigious as the canoe-trip of the late Mr. Columbus. They have discovered a new world.

After saying so much about the minor stars of the twinkling toes, what is there left to say of the prin-

cipals? For one thing, they have voices, and for another thing, they showed they could use them. It is a good singing cast—a very good singing cast. Then it must be admitted that they had looks and grace—they behaved as if they had been brought up in the spotlight. Harry R. Mohr sang "All Dressed Up and Nowhere to Go" in a way that made up for the absence of Hitchy's countenance.

Everybody sang well—and why shouldn't they, with Gregorio Scalzo wielding the baton in masterly fashion. It went with vim and fire from first to last, and the costumes were as rich and elaborate as those of any professional production.

There is nothing amateurish in the presentation of "The Red Widow," with Ada W. Minneman in the title role, while Ann Hirz played the part of Yvette, a dancer. Madeline Walsh, Richard Elvis, Harvey O. Stitzell, Harry R. Jacobson, Helen Replogle, Edward Jenkinson, Alan Gumbert, Judson Hare, Ray Brautigan and Jack Lagorio were cast in the other characters of the comedy, all receiving the hearty applause so welcome even to professionals.

The Dancing Demons deserve to be enrolled on the tablets of fame. Their names are Mabel Spangler, Helen Sullivan, Marguerite Orr, Leona Sauers, Mary Conley, Gertrude Frank, Ethel Mann and Goldye Wesoky. The Sunshine Dancers were Mildred Sturm, Daisy Gibbs, Emma Bartha, Helen Treumer, Agnes Huth, Betty Finegan, Ruth Schaefer, Alice Brown.

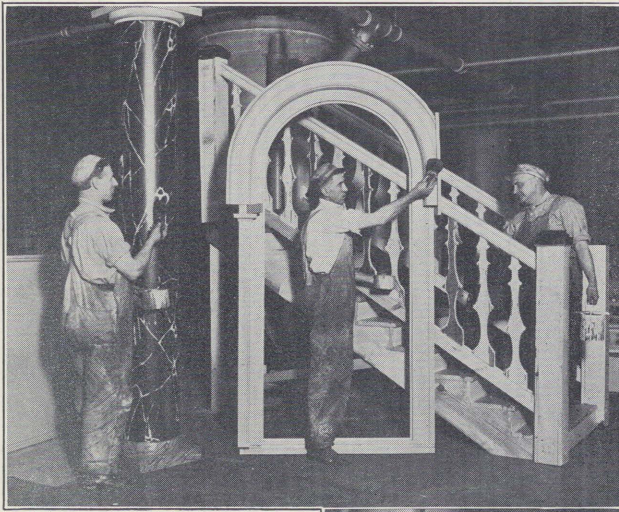
MR. PHIL PALEY,
c/o Kaufmann's,
Fifth Avenue,
Pittsburgh, Pa.

Dear Mr. Paley:

We are in receipt of the program of the "Red Widow," and, frankly, this is the most interesting presentation of a program that we have ever had the pleasure of looking at.

Yours very sincerely,
CHANEL, Inc.





Cabinet Makers and Painters at N.S.S.S.

Made Stage Setting *for* "The Red Widow"



The upper picture shows Fritz Noble, Vic Erhardt and Arthur Haynes making mere wood look like the kind of marble the czar of Russia had in his priceless palace—when money was no object. The lower picture shows Gus Urschler, Jacob Heffner and Fabian Gerich, cabinet makers by trade, doing a little super-fine work that doesn't usually come the way of a cabinet maker. They're just making a little palace for the former czar of Russia—that's all! Few people who saw the finished performance of the Red Widow, played against a background as finished as the performance, realized that every bit of this stage setting was made by our own fellow workers right in our

own shops over at the North Side Service Station. Those who sat down near the stage heard the Russian officer's heels click with a resounding sound as he stepped down these stairs, for they were real stairs, made by real carpenters. And a whole detachment of fierce Cossacks could safely lean on these balustrades, for they were made by real cabinet makers! It was beautiful work and we are proud of the versatility of our fellow workers "across the pond" who can turn their hand to a bit of art and give us stage setting that added much to the beauty and success of the annual play of the Kaufmann Players.

EVERYBODY OUT FOR BASEBALL GAMES!

Kaufmann's will be represented in the Commercial and Industrial League with a team that is worthy of your enthusiastic support. Manager Coneby says it looks like a banner season! All the home games will be played at Carrick Volunteer Firemen's Grounds. Watch the bulletin boards for game announcements.

PROGRESSIVE RETAILING GRADUATION

Nearly one thousand progressive co-workers from various Pittsburgh stores attended the banquet in our 11th floor restaurant on April 30th, at the close of the 1928 Progressive Retailing courses. Of this number, 450 were our own fellow workers, whose enrollment and good attendance had earned them a place at the banquet and graduation exercises. And of the 450, a group of 119 got certificates, awarded to them because they had successfully completed four courses and had kept up the required attendance.

Mr. Lew Hahn, managing director of the National Dry Goods Association, was the speaker of the evening. Chancellor Bowman, of the University of Pittsburgh, also spoke.

It is encouraging to note that the Chancellor is in sympathy with education that goes on in commerce and industry outside the campus, and that he feels that such educational efforts are all part of the progress of our day. Mr. Walter Rosenbaum was toastmaster.

It was a very enthusiastic group of store workers that assembled for this banquet. It is a significant thing that a group of approximately one thousand representatives of Pittsburgh stores can meet together to celebrate a programme for their mutual benefit. Pledged, one and all, to a programme of improved service and higher standards, these are the progressive store workers of Pittsburgh, indeed!

All Set For Demonstration Sales Contest

Plans for improving service and salesmanship go hand-in-hand with merchandising plans for the big Anniversary. Interest centers around the Demonstration Sale Contest. Briefly stated the plan is this: Each department in the store puts on a Demonstration Sale. Judges will witness each sale and rate it. The person who has the highest percentage in the judges' rating is the winner on that floor. With every department staging a Demonstration Sale, featuring the person that is, in the estimation of that department, the "star"

salesperson, this big store-wide Demonstration Sale Contest promises to be the biggest and most interesting event of its kind ever presented in our store. Approximately one hundred-and-sixty departments will be participating in this contest. The winner on each floor may well feel that he or she has demonstrated some excellent salesmanship, and all fellow workers in the departments will have a fine opportunity to observe and analyze good salesmanship.

POINTS ON WHICH DEMONSTRATION SALES WILL BE JUDGED

- | | |
|--|---|
| 1. Opening the sale | Effectiveness of manner of speaking |
| Promptness of approach | Effectiveness of selling talk |
| Effectiveness of greeting. | 7. Helping the customer decide |
| 2. Sizing up the customer | Methods used in helping the customer decide |
| Treatment of the customer | Ability to meet objections |
| Judgment of the customer's tastes and needs | 8. Using suggestive selling |
| 3. Finding out what the customer wants | Appropriateness of suggestions given |
| Effectiveness of methods used | Manner of making the suggestions |
| Success in following up the customer's cues | 9. Handling the details of system |
| 4. Knowing stock | Manner of finding out the nature of the transaction |
| Knowledge of what is carried | Method of making out the salescheck |
| Ability to locate stock quickly | 10. Closing the sale |
| 5. Displaying the merchandise | Sending the customer away in a good frame of mind |
| Appropriateness of merchandise shown | Making the customer want to return to the store. |
| Effectiveness of way in which merchandise was handled. | |
| 6. Giving selling points | |

JUDGES WHO WILL RATE DEMONSTRATION SALES

- | | | | |
|-------|--|----|--|
| D. S. | Mr. McKenzie, Miss Goldstein, Mr. West, Mr. L. S. Cohen, Mr. Walters, Miss Beglin. | 4 | Miss Smiley, Miss Schutz, Miss Weber. |
| 1 | Mr. Wolk, Mr. Traub, Miss Bond, Mr. Bodine, Mrs. Sippel, Mrs. McDonald. | 5 | Miss Riley, Mrs. Seavers, Miss McGowan. |
| 2 | Mr. Barenbregge, Mr. Rosenberg, Mr. Heyman. | 6 | Mrs. Salomon, Miss Meyers, Mr. Atwell. |
| 3 | Miss Giltenboth, Mr. Paley, Mr. Hirsch, Miss Miller, Mr. Gattman, Miss Burkhart. | 7 | Miss Trostler, Miss Beck, Mr. Davis |
| | | 8 | Mr. Ascherfeld, Mr. Schwartz, Mr. Mates |
| | | 9 | Mr. Hornberger, Mr. Hotchkiss, Mr. B. Cohen. |
| | | 11 | Mr. Linder, Mr. Hinshaw, Mr. Herman. |

These People Put Over Garden Accessories Exhibit and Sale



Seated—Marie Peters, Agnes Stark, Louise Gerner, Madeline Baris, Eleanor Collins. Standing—Sam Seltzer, James McCracken, Franklin, James Folino, William Lundy, Judson Hare (floorman), Russell Smith, Henry McAllister, James Weixel, Harry Clemens

During the exhibit and sale of garden things, the Auditorium was the mecca of garden lovers of Allegheny County and points north, south, east and west, for two weeks in April! It buzzed with activity and hummed with the chatter of garden "fans," horticulturalists and flower lovers. It was a fascinating combination of rustic beauty and extreme efficiency. In the center of the auditorium was a lovely fountain, whose fern-fringed pool gleamed with gold fish. All about the room there were rose covered pergolas, trellises gay with ramblers, and garden benches and rustic seats embowered among greens and shrubbery. Yes, there was the most winsome beauty about all that. But that was not all. Rows of rakes

and whole battalions of lawn mowers, rollers, scythes, pruning hooks, shears and sprayers announced to serious gardeners that this was the place to come for the right gardening tools. It was extremely interesting to note how artistically these uncompromising tools were arranged in the midst of the beauty of the other garden things. Notable, too, were the Holland bulbs, which Mr. Flynn personally selected in Holland. Every popular shrub was on exhibition and for sale. Judging from the hundreds of customers who came and lingered long and lovingly over the exhibits—and who bought and bought and bought, "the smoky city" must have many lovely gardens.

TWO TYPICAL SALES DURING GARDEN SHOW

Service—a downright desire to understand the customer's desires and to find the best things we have to meet those desires—that is the big idea behind suggestive selling. There were many, many instances of good suggestive selling in the Auditorium during the garden show. Those five girls in flowered smocks, and those nine hustling men gave many a customer the kind of helpful, intelligent service which makes friends and builds business. Here are just two instances.

Miss Gerner had a customer who was in-

terested in a Hollywood Pergola. That is one of those graceful arches with two little seats at the side. Miss Gerner explained its good points—its sturdy construction and its grace and its adaptability to the garden of any size. The price was \$11.50. The customer decided to take this Hollywood Pergola and it was then that Miss Gerner introduced the idea of adding side trellises. These really complete the pergola—give it a finished look, and they are excellent support for vining roses. Miss

(Continued on page 11)



TEN COMMANDMENTS FOR RETAILERS

E. A. Pettingill of the advertising staff of the Milwaukee Journal, who has had more than 30 years' experience with large department stores throughout the country, has written a set of commandments for retailers which has more merit than most catalogues, for it contains a sound philosophy of retail merchandising.

I Thou shalt love thy business and it only shalt thou serve; for thy business is a jealous business visiting the iniquity of the management on all connected with it, but bestowing favors to the third and fourth generation on those who love it and keep its commandments.

II Thou shalt display thy merchandise with loving care.

III Thou shalt know thy business and all its ware.

IV Thou shalt honor thy customer and him only shalt thou serve; that thy profit may be great and that thy days in business may be long in the field thou hast chosen.

V Thou shalt diligently impart to all thy customers the real merits of thy goods that thy patrons may select therefrom, according to their needs, with intelligence and satisfaction.

VI Thou shalt not lie; neither about thy

sales, nor thy service, nor merchandise; nor shalt thou bear false witness concerning their values or their former prices; that all thy sales be honest; so shalt thou have pleased customers and honor and profit therewith all the days of thy years.

VII Thou shalt not covet thy neighbor's business. Thou shalt not belittle his merchandise nor his service, but thou shalt strive to excel him in his every endeavor and make thine own business superior to his.

VIII Thou shalt not cheat thy customer, neither in quantity, nor in quality, nor in price; nor shalt thou render to even the least of these, thy customers, less of value or of service or of courtesy, than thou dost extend to the favored, for the least of these may become the greatest.

IX Thou shalt keep thyself, thy reputation, thy store and all thy wares clean and above reproach.

X Thou shalt diligently advertise thy business, thy wares and thy service that all men may learn that their interests are safe in thy hands, and that thou dost give the fullest measure of value; for knowest thou not that if thou blowest not thine own horn, then verily thy horn shall not be blown.

IT IS IMPORTANT TO HAVE FAITH IN YOURSELF

"Most men go to pieces when they have had a few good beatings. They wilt. They fade away. They crawl in a safe little corner and hide while the great rough tide of glorious life rushes past them. The fact is that defeat is the normal thing in this haphazard little world. Every victory, usually, is the result of a long series of defeats. A man must have faith in himself, and in what he is trying to do. He must say 'I can.' He must back him-

self to win. He must bet on himself. He must have faith in the people he works with. He must believe in his team. He must see the better side of his co-workers and not think that his own point of view is the only right one. He must have faith in those great principles that make us superior to the animals of the forest—to truth, honesty, sympathy, justice, progress."

—Forbes Magazine.

STORE-WIDE DISPLAY CONTEST FIRST WEEK OF ANNIVERSARY

Every one in every department is eligible to participate in the store-wide Display Contest which will come the first week of the Anniversary. Have you good ideas for your department display? Do you think you have originality? Have you kept pace with the latest ideas in display? Are you reading, observing, thinking along this line? Then, go to it! You ought to be an easy winner in June! Details will be announced later.

WHEN THIS IS ALL YOU HAD TO DO AND WEAR



Bear Run has a warm welcome for all Kaufmann fellow workers and their friends. It isn't too soon to begin to plan for your vacation. Registrations will start early this year. Talk over your plans with your family and your friends and get your name in as soon as you can for the accommodations you want

at Bear Run. Will it be a room at the club or the annex; or do you prefer a back-to-nature cottage? Or how about getting a crowd together for a family cottage? For fun and good company and good food and good air—and health benefits, you can't beat Bear Run!

A Few Pertinent Remarks About Gossip

Mr. J. J. Whittingham, of the Sporting Goods Department, has called our attention to the article on Gossip in the November number of the American Magazine. Edgar Guest is the author. There's food for thought in every line of the three-page article. Here are a few high lights:

"The gift of gab isn't a gift—it's a peril. I am sick and tired of going back to people explaining to them that I didn't mean what I said. I have made all the apologies for silly, thoughtless, unkind witticisms that I care to make. I hope I have played the gossip for the last time."

"I have learned enough from life to know that most of the things I hear about other people are not true."

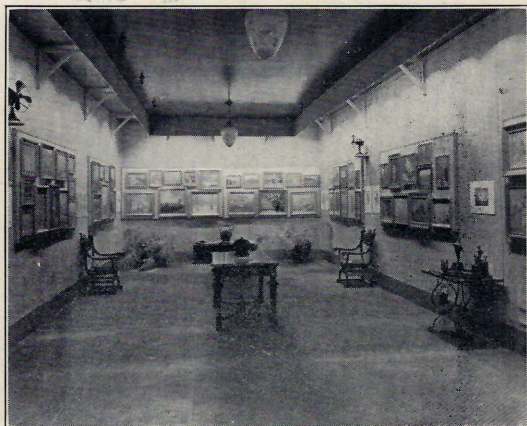
"What can we do about these unbridled tongues that cause so much trouble? Just this: First of all, we can control our own tongues; and next, we can refuse to keep company with any person who indulges in harmful gossip. Give the scandal-spreader a cold shoulder. He'll starve to death on that diet."

The article goes on to relate a number of instances where gossip has done its deadly work. We could match every one of these stories with those we've heard—all groundless, all harmful, *all wrong*. And, like Edgar Guest, let us say that we hope we shall never utter or listen to any more gossip.



WORKS OF CONTEMPORARY AMERICAN ARTISTS EXHIBITED IN GIFT SHOP

Miss Ernestine Trostler is the progressive sponsor of this series of exhibits which have attracted hundreds of Pittsburgh Art lovers and art students to our Gift Shop. The Display Department did excellent work in transforming a section of the Gift Shop into a typical art gallery, where the visiting exhibits were shown to advantage. Paintings, pottery and etchings by contemporary American artists have had a showing in three successive exhibits. It is a privilege for a store to show such works of arts, and it is likewise an advantage to many of the young artists whose works were represented here to have this opportunity to bring them before our public. All the works were on sale and a number of Pittsburghers have become the happy posses-



sors of pieces of this contemporary art through the Gift Shop exhibits.

TYPICAL GARDEN SALE *{continued from page eight}*

Gerner demonstrated by placing the trellises to show the customer the artistic effect. Sold! This brought the sale up to \$15.40, but best of all, it really delighted the customer and enhanced the value of her pergola.

Another customer came in to buy gladioli. After Miss Gerner had sold her a dozen bulbs at 60 cents, she discovered that the customer had a lawn which she was considering improving. Miss Gerner showed this woman an excellent lawn roller, priced \$13.50. The customer said she would "think about it." Miss Gerner emphasized all the selling points of the roller (which she considers an excellent value). The selling points must have registered for, sure enough, this customer came back in two days, asked for Miss Gerner and purchased this \$13.50 roller and also, at Miss Gerner's suggestion, a garden set for \$3.25. That is suggestion plus service!

ANOTHER GOOD SALE

Mr. Lundy had a customer who seemed just casually interested in arbors. When Mr. Lundy offered his services, the customer said he didn't

really know how much space he had so he could not seriously consider buying the arbor. Did this discourage Mr. Lundy? Far from it! He was just as willing to be of service to this type of customer as if he were making a sure sale right then and there. He quickly produced a yard stick and measured the arbors on the floor, making a neat memo of each for the customer to take along. He gave the selling points of these good looking arbors while he did this. He was just as interested all this time as if the customer had said he wanted to buy every arbor on the floor that minute! The customer took Mr. Lundy's memos on arbor dimensions and disappeared. But he came back. In two days he came back, bought one of the arbors and, in addition, a rustic table which Mr. Lundy recommended to go with the arbor. Nor was that all; the customer also bought some garden tools. The sale amounted to \$54.00. Nor was that all; it made a very well satisfied customer and a friend for the store out of some one who was, originally, "just looking."

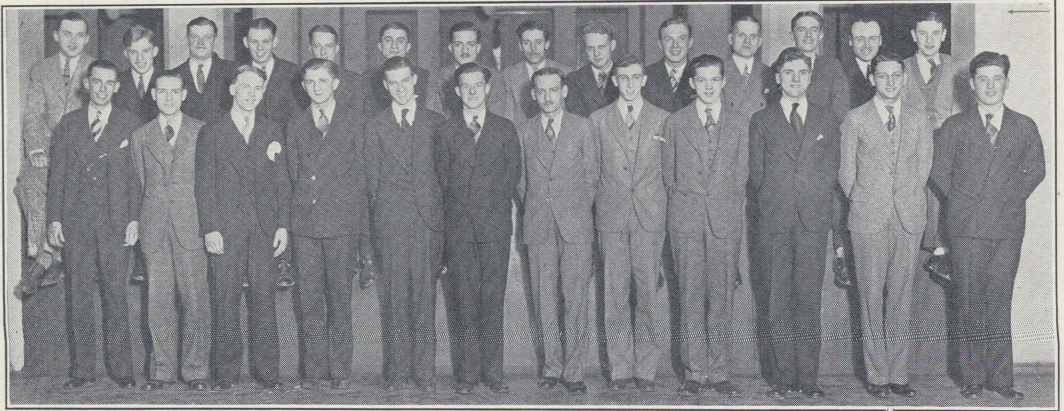
OF COURSE IT PAYS TO BE A BOOSTER

*Boost your city, boost your friend,
Boost the lodge that you attend,
Boost the street on which you're dwelling,
Boost the goods that you are selling,
Boost for every forward movement,
Boost for every new improvement,*

*Boost the man for whom you labor,
Boost the stranger and the neighbor.
Cease to be a chronic knocker,
Cease to be a progress blocker;
If you'd make your city better,
Boost it to the final letter.*

—EXCHANGE

ONCE CALLED "THE GENTLEMEN OF THE ENSEMBLE"



They don't look much like Cossacks and Nihilists and gay courtiers of the Czar's court in this line-up, do they? But, just the same, these boys were the

making of as fine a chorus as ever danced in musical comedy. "The king is dead! Long live the king!" And, by the same token, "The show's over! Long live the chorus boys and girls!"

FORBES STREET SERVICE STATION NEWS

MANUAL TRAINING BOYS WITH US

We welcome the two boys who come to us every two weeks from the Allegheny Manual Training School. Alternating two weeks in the shop and two weeks in school, they are having a fine opportunity to combine theory and practice. John Ring was with us the past two weeks. His willingness to learn and his gentlemanly behavior earned for him a real place among the boys at the shop here. We anticipate the same fine spirit when the next young man comes to us from the school. He is Harold Holland and we promise him a warm welcome from all the boys at the shop.

Time to get out the old spade and rake and go to it. The old lawn mower might be whetted up a bit, too. These little jobs that bob up in the spring will keep your mind from centering too much around your wealth and incidentally they will use up that extra hour of daylight that was stolen from us in the early morning.

John Wuenstel is our newest mechanic. We welcome him to Forbes St. Service Station.

We understand that Bob Grady has already gone up to Bear Run to overhaul pumps, look after the ice storage and generally get things ready for the big reception which is not so far off. We understand that Bob Grady's general inspection included Zeke and the pig!

BAD AIM

"I see you have a sign in your store, 'We Aim to Please'," remarked the irritated customer.

"Certainly," replied the proprietor, "That is our motto."

"Well," retorted the I. C., "you ought to take a little time off for target practice."

BASE BALL ENTHUSIASM

Enthusiasm is high among the Forbes St. S. S. players. All hope to qualify for the team wearing the Kaufmann insignia. And at that some of them are going to make the team. Others will have to go back to the bushes for more seasoning.

MESSRS. HADLEY AND ERB PROMOTED

Our congratulations go to Mr. George Erb, who was recently promoted to the position of superintendent of delivery, and to Mr. Joe Hadley, promoted to superintendent of repairs and equipment. We wish to assure them of our hearty co-operation.

Mr. Lapidus is the proud father of a baby girl who arrived on April 11th.

Some day we hope Mr. Winwood and Tubby Bauer will join a debating club.

Alfred Bradford was recently elected treasurer of the social club to which he belongs. He tells us, however, that it's an honorary position as they have no funds to treasure—something like honorary pallbearers that don't do any of the heavy work, but just walk along with the hearse.

A new conveyor, 150 feet long, has been installed on our floor recently. Tierhoff needn't think it's to deliver raw material to his department; it's an extension of our big delivery.

SIMPLE!

Life Guard—"How much can you carry?"

Mere Man—"Two hundred pounds."

Life Guard—"Suppose there was a woman out in the water drowning and she weighed four hundred pounds. How could you save her?"

Mere Man—"I'd make two trips."

"LINDY," A STRAY FAWN AT SOUTH PARK

It will be recalled the day that the Lone Eagle landed at Le Bourget Flying field on the outskirts of Paris every known device for celebrating the event was resorted to. Whistles blew, sirens shrieked, bells and locomotives roared the news to the remotest places in the country. Perhaps it was within earshot of a shrieking locomotive near a state highway close to Laughintown, Westmoreland County, that a mother deer deserted a new born buck fawn, where it was found by W. S. Wright, a State Game protector, and taken by him to the Phillips Game refuge in charge of W. W. Stewart. The baby fawn was welcomed by Mr. Stewart and his daughter Jane, aged 11 and his son Billie, aged 7, who immediately adopted it, feeding it with milk through a nipple, similar to that used for a baby. The baby buck was very appropriately named "Lindy" owing to its birth on the day Lindbergh completed his world famous feat. Lindy grew vigorously under this care and people came from near and far to see and pet it. The kiddies taught Lindy to shake hands, and to follow them about like Mary's Little lamb.

Frank B. Ollett, President of the Ollett Bros. Coal Co., of Bridgeville, when hunting last Fall heard about the captured fawn and made a special visit to the refuge to see it. Noting what a great attraction it was he took the matter up with Commissioner E. V. Babcock and promised to try and secure Lindy as an attraction for one of the new County Parks. Much to their regret the Stewart kiddies parted with Lindy and he was turned over to the tender care of Princess Kauo, wife of Chief Two Eagle, in charge of the game preserve in South Park. Princess Kauo was at the time nursing a two year old doe, whom she had named Winona, and which had been ailing since the delivery of the herd, a few weeks ago. Lindy was placed in shelter with Winona and they became fast friends, with the result that Winona is much more docile and approachable than heretofore and it is not unlikely that when the two are released with the herd, it will have a great tendency to domesticate the herd and visitors will be able to approach them without causing the deer to seek seclusion, as at present, in remote parts of the 200 acre game preserve.

The picture shown above of Lindy in the arms of Game Keeper Stewart was taken when the baby buck was but two days old. It shows the method of feeding and, furthermore, the mottled appearance of the baby buck is strikingly shown. It might be interesting to those who are not familiar with the habitat and habits of deer that the mottled appearance



disappears in a short time, when the baby deer is able to be about and can travel at the normal speed of the older species. The mottled appearance is a protection which nature provides for its safety from observation, and the fawn being born free of odor, the danger of destruction by predatory beast of the forest is greatly minimized. It is almost impossible to see a fawn even in the open spaces owing to the natural blending of color with the landscape or brush.

Now that you have learned something about Lindy, you can rest assured that the kiddies will be treated to a genuine surprise when they visit the South Park this summer. While the herds of buffalo in both parks are out in the open and can be seen by all, the deer naturally seek seclusion, but the park attendants hope to gradually domesticate the deer, and Lindy and Winona will be among the first to make friends with park visitors.

JOHN JAY BURKE
Ass't to the Supt. of County Parks

THE SPHERE OF OUR MEDICAL DEPARTMENT

For the benefit of our new employees and for the edification of our old employees these few lines are offered to explain the scope of the Health Department.

1. Physical examinations of new employees.
2. Yearly physical examinations of all employees.
3. Treatment of all accidents incurred by employees in the course of their work from first aid to final discharge.
4. Treatment of minor ailments with dispensing of proper medication when necessary.
5. Advice on public health, preventive medicine and personal matters.
6. Referring of special cases to the proper clinics for diagnosis and treatment where the individual has limited means.

7. Referring employees to the respective family physician when more elaborate diagnosis and home treatment is found necessary.
8. Care and treatment of teeth.
9. Inspection of sanitation and working conditions in general with recommendations for the greatest good to the greatest number.
10. To create a feeling of well being throughout the store.

The expenses incurred by the Medical Department defrayed exclusively by the firm. The monthly payroll deduction which you contribute to the Kaufmann's Employees Beneficial and Protective Association is used solely for sick and death benefits.

MEDICAL DEPARTMENT

SODA FOUNTAIN STAFF IN NEW UNIFORMS



First Row—Alice Smith, Genevieve Scott, Clara Percival, Mary Mahoney, Gertrude Mann, Olga Dusska, Minnie Pirekopic. Second Row—Mary Vodsak, Paul Pappas, Dorothy Locke, Lillian Baumiller, Mary Gray.

Immaculate white dresses and aprons, trimmed with colored bands, and the sauciest of little frilly caps make the soda fountain girls look their best these days. Somehow, there's something in a well kept, becoming uniform that seems to make the whole department service better. And, it is a fact, customers who come to the fountain on the busy first floor deserve just as courteous and refined service as those

who go up to the Bird Room or the Restaurant on the eleventh floor. Many a friend may be made for the store by the thoughtful, courteous service given by the girls at the fountain. So, to Mr. Pappas and to all the girls who serve the hurrying throngs that come to the Fountain we express our congratulations on the pretty new uniforms.

THIRD FLOOR NEWS

The Third Floor was sorry to lose Miss Thompson, the cashier in the underwear section. They welcome Miss Percowitz who comes from the Ladies Shoe Department.

All the grown-ups, and especially the "stylish stouts" on the Third Floor, look with envy at the pretty frocks Miss Belgin has in stock for little girls.

We will all welcome back Miss Tierney who has been away on account of a broken leg for some time. We hear that she is hobbling around with a cane and will soon be able to come back to the store.

Robert Mantell has nothing on our Mr. Luff, of the Boys' Shoe Department.

The Children's Glove Department are proud of the 100% record at Progressive Retailing.

DOWNSTAIRS STORE NEWS

Mr. Joyce entertained the people of the Men's Furnishing Department at his home on the evening of April 7th. With a delightful programme of refreshments, dancing and music, every guest present had a wonderful time.

The Downstairs store welcomes Mr. O'Donnell and assures him of full co-operation in every effort to make Downstairs Store service the best possible.

The Hosiery Department extends a warm welcome to Miss Anda who has just joined the department and to Miss Veih who has been away a long time on account of illness.

It is good to have Miss Balter, of the Shoe Department, back again after her illness of several weeks.

MISS LOUISE STEPHENSON
ASSISTANT BUYER IN FURNITURE

Miss Louise Stephenson, for seven years our Ann Adams, head of the Shopping Bureau, has gone into merchandising, as assistant to Mr. Linder, buyer of furniture. Miss Stephenson is in charge of that section of furniture known as occasional pieces. Her years of personal service to hundreds of customers who depended upon her selection, her unending interest in merchandise—but most of all, her great enthusiasm over her new department on the 8th floor, must all make for her sure success in her new position.

MISS MARGUERITE CLARKE
IS NOW "ANN ADAMS"

Miss Marguerite Clarke, formerly assistant to Mr. Brannigan in the Bureau of Adjustments and later secretary to Mr. Weston, has succeeded Miss Stephenson as head of the Shopping Bureau. This department is now located near the Fifth Avenue side of the tenth floor. All good wishes go with Miss Clark as she goes into her interesting new work.

MISS ANNE PATTERSON
ASSISTANT BUYER IN GIFT SHOP

Miss Anne Patterson, for the past year Training Supervisor on the seventh and ninth floors, has recently gone into merchandising as assistant to Miss Ernestine Trostler, buyer for the Gift Shop. Miss Patterson's enthusiasm over her merchandise and the work in the Gift Shop augurs well. Best wishes for her success go with her in the new work.

Blackfeet Indians Arrive in Pittsburgh



To Be
Game Keepers
In County Parks

*A Bit Of
The Wild West Comes To Us*



Selected by the Indian Agent of United States, these Blackfeet Indians have come all the way from Montana to Pittsburgh to take care of the herds of buffalo and deer in North Park and South Park. North Park is a county reserve of some 1500 acres, within twelve and a half miles of the court house, reached by Babcock Boulevard. South Park is similar tract of beautiful country in the south hills about ten miles from the center of the city. Both parks are a delight to nature lovers, for the natural beauty of the country has been preserved. Herds of twenty-five buffalo and twenty-four deer were placed in each of these county parks last fall. Then it was found advisable to get some western Indians whose training and heritage have taught them how to care for these animals. This month the Indians arrived in all their primitive trappings. They are splendid representatives of their tribe, citizens we are proud to greet as neighbors!

A WIRE FROM MR. GOLDSTEIN
PHIL PALEY
c/o Kaufmanns, Pittsburgh, Pa.
Reserve three seats Saturday night, May fifth.
E. S. GOLDSTEIN

MR. RAYMOND BOTTORF PROMOTED AT N. S. S. S.

We extend our congratulations to Mr. Bottorf, who has recently been made Superintendent of Delivery at the North Side Service Station. His fellow workers at North Side and at the store join in all good wishes for his success in his new position.

SCOUT EXPOSITION SPONSORED BY MR. I. D. WOLF

Mr. I. D. Wolf, as general chairman of the Boy Scout Merit Badge Exposition, lent his support to a movement in which the entire community is interested. The Exposition, which ran for three days at the Duquesne Gardens, was a spectacular success, and through the Storagram, Kaufmann fellow workers wish to thank Mr. Wolf for his work with and for the Allegheny County Council. Boy Scouts of America.

GETTING AWAY WITH IT

Householder (from above, disturbed by voices downstairs)—"Who's there?"

Burglar (with great presence of mind)—"WRNY now closing down, Goodnight everybody."

—William Short

FREE LEGAL ADVICE TO KAUFMANN FELLOW WORKERS

The services of the Legal Aid Bureau, conducted by the Kaufmann Employees Beneficial Association, are at your disposal every Wednesday and Saturday morning, from 9 to 10 A. M. Mr. Amdur the Attorney for the Legal aid Bureau, has his office on the 10th floor. There is no charge for his advice.

SERVICE HAS NO "ZERO HOUR" AT THIS STORE

Right up to the minute the store closes—in fact, until the last customer leaves—the highest standards of courtesy and service must be observed at our store. That is the policy of the store and, indeed, it is the practice of the most successful salespeople here. It is the unerring instinct of refined and well-mannered people to be kindly and considerate at all times. In store work this is not only good manners, but it is good business! For instance - -

Suggestive Selling and Service at 5:10 P.M.

Miss Gray, in the Lamp Department, had a customer at ten minutes past five, one day, who hastily made a selection of a lamp shade, priced \$1.95. That was fine, as far as it went. Miss Gray, just as unhurried and interested in her work as she was when the day was young, told her customer about some new lamp bases, an excellent value. The customer said, "Oh, I have more lamps now than I need." But while the customer's purchase was being wrapped, Miss Gray got one of the new lamp bases and showed it to the customer, just in a spirit of

interest—something to entertain her while she waited for her parcel. The customer was instantly attracted to the new lamp. True, she had no need of one and had no intention of buying such a thing. But she had a happy thought. "Just the thing for a wedding present that's been perplexing me" she said. She bought the lamp base and asked Miss Gray to help her find an appropriate shade to complete the wedding gift. She was delighted with Miss Gray's helpful suggestion and, no doubt, she told her friends about the incident and about the young woman at Kaufmann's whose good nature and patience do not give out toward closing time! The total of Miss Gray's check for this transaction, by the way, was \$31.20 instead of \$1.95, which latter would have been the amount if she had not done some suggestive selling.

Travel Bureau Service

We are frequently asked, "Just what do you do in the Travel Bureau", so I am going to try and give you some idea of the service rendered. In every country, city and town in the world, however, one notes love of travel, so the Travel Bureau employee must know all about the various parts of the country.

If you wish to take a trip, no matter how short or long the Travel Bureau will advise you as to the itinerary and expense of trip, figuring transportation, hotels, sightseeing etc. When the objective point has been selected, we suggest the most interesting points enroute for stop-overs and write, what is called, a "Suggestive Itinerary". This shows how to spend the time to best advantage in each place visited, also the train connections and all necessary detail. When the itinerary is accepted, we write to the hotels and make reservations, secure space on Pullmans and steamships, and when all of the data is at hand, a final and complete itinerary is written, giving in detail the trip from the time the train leaves your starting point, to your final arrival home.

Your tickets and Pullman reservation are bought for you, and a book of coupons is made up for your hotel reservations and sightseeing, and these must agree absolutely with your itinerary. It's like a picture puzzle, and every piece must fit in its place.

You will readily see that all of this necessitates a lot of correspondence and takes some few days to arrange, but it is my pleasure to give all the time necessary to make a perfect trip for every one who comes to me. The American Express publishes each year a book of planned trips, called "Summer Vacations." Trips from one week up are outlined here. The book tells where to go and why, and gives the cost of the trip complete. There is also a winter booklet and either of these may be had for the asking, at the Travel Bureaus.

Travel Bureau also gives train information at all times, makes reservations on Pullmans, supplies literature on all resorts, summer and winter, and assists in a thousand and one ways, the various people passing through our city.

Literature is given to teachers and school children, to give them a better idea of the countries that they may be studying, than could possibly be gotten from the geography text books. Incidentally this creates a desire to travel and so we are training the young mind to become our patrons in the years to come. Fellow workers are welcome at our Travel Bureau on the Balcony, either as patrons or as visitors "just looking."

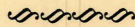
ANNE HUNTRESS



Miss Florence Brasley, of the Credit Cashier Office, drew the picture above. She didn't tell the editor whether the name of the picture is Spring or Castles in Spain, but it seems to be in tune with these fine spring days.

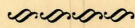
Register Early for Bear Run!

A vacation in the mountains—good times—good food—good mountain air—good fellowship—that's Bear Run! And it costs so much less than any commercial resort.



A Whole Vacation at Bear Run

Now is the time to register for your vacation at Bear Run. Make your plans with your friends at the store or those outside; get your party together, then get your registration in early for accommodations at the Club House, Back-to-Nature Cottage, or a Family Cottage.



How To Register for Bear Run

See your Floor Superintendent or any member of the Registration Committee on your floor. They will supply you with registration blank and your reservation will be taken up with the Employment Office. A card giving you exact information about the accommodations which have been reserved for you at Bear Run, will be given you the day before you leave. This card, presented to the Director of Bear Run, admits you.

